

AIRCRAFT RESCUE FIREFIGHTING RECRUITMENT: Airport Staff held interviews to fill two Aircraft Rescue Fire Fighter/Operations vacancies. They selected two candidates and backgrounds have begun on the two candidates. They also selected 3 other potential candidates for a future vacancy.

AIRPORT PROGRAM MANAGER HIRED: Airport Staff, with the help of the Airport Commission Vice Chair, interviewed and selected a candidate for the New Airport Program Manager position. Brian Gall, Project Manager in Community Development, was selected and has accepted the position. Brian came to the City with a background as a project manager/Civil Engineer for Kimley-Horne. While with Kimley-Horne he managed grant funded projects for the Flagstaff Pulliam Airport. He will begin with the airport in mid-May.

ANNIVERSARY: Piedmont Airlines, who serve as the ground agents for American Airlines in Flagstaff, celebrated their 10th Anniversary in Flagstaff this month. They also brought back the 6th daily flight to Flagstaff (the level prior to COVID).

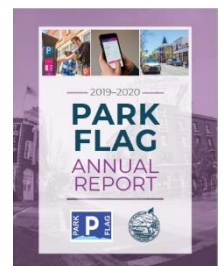
SOUTHWEST CHAPTER OF THE AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES (SWAAAE): The SWAAAE board met this month. The Airport Director is a former Executive Board Member and still serves on three Committees. The Education Committee, Strategic Planning Committee, and The Membership Committee as the first past Chairman.

CARES ACT PROJECTS CONTINUE: Contracts were signed for the Six Job order Contractors to perform vertical and horizontal work on the airport, which will be funded through reimbursable CARES Act funds. Some of the first projects will include work on the aircraft storage hangars, the terminal ramp, and structural improvements to the terminal.



PARKFLAG:

- ParkFlag, alongside with the DBA and Discover Flagstaff, completed several drafts of the ParkFlag annual report. We are currently waiting on a final review and edits.
- Parking Aides resumed normal enforcement, issuing one pay to park warning, then a citation.
- ParkFlag resumed parking occupancy counts. Counts occur on Wednesdays and Saturdays. This information is helpful in determining the number of parking spaces we may need to add to inventory in the future. Currently, the parking capacity is approximately 50% daily. The core is at 90%, outlying areas of the paid district remain open and available.
- ParkFlag re-designed the curbside pick-up signs. They will replace the existing weathered signs. ParkFlag, along with Finance, IT and Customer Service teams, met with Passport's implementation team. We discussed next steps of the back office and enforcement software integration process and developed an action item list. We will continue to meet with Passport on a weekly basis starting in May.
- ParkFlag staff removed graffiti and stickers from several kiosks downtown in April. Staff continues to sanitize kiosks daily.



BEAUTIFICATION AND ARTS & SCIENCE:

SELF-GUIDED TOURS: Our VISTA member **completed two *NEW* self-guided art tours, one for biking and one for walking!** These will be featured in Flagstaff Business News soon. We anticipate a new driving tour in the future to include more of the city. Thanks to Discover Flagstaff for partnering with us on this. The maps are available here:



<https://www.flagstaffarizona.org/things-to-do/arts-culture/public-art/>

FLAGSTAFF AND MOON TREES: Staff met with Lowell and other organizations about Flagstaff's 'Moon Tree' and the program, if and how to update and promote (this is for tree seeds that went the moon and then were planted in Flagstaff and across the country).

BEAUTIFICATION IN ACTION GRANTS: Staff notified all five applicants (a downtown business owner, the Juvenile Courts, the Murdoch Center, the East Flagstaff Community Library, and the Bonito Street Community Garden) that they are moving forward to present to BPAC in May. BPAC will determine which applicants receive funding at that May meeting.

ARTS & SCIENCE COMMITTEE OF FLAGSTAFF ARTS COUNCIL: Staff reviewed over 30 community applications for nonprofit art, culture, and science funding for general operating support. The funding is entirely flow-through from the City's Bed, Board and Beverage tax.

WAREHOUSE ORGANIZING: Community Investment staff partnered with the Downtown Business Alliance and Parking staff to organize beautification materials at the Coconino Warehouse. Fun was had by all!

PROJECT UPDATES

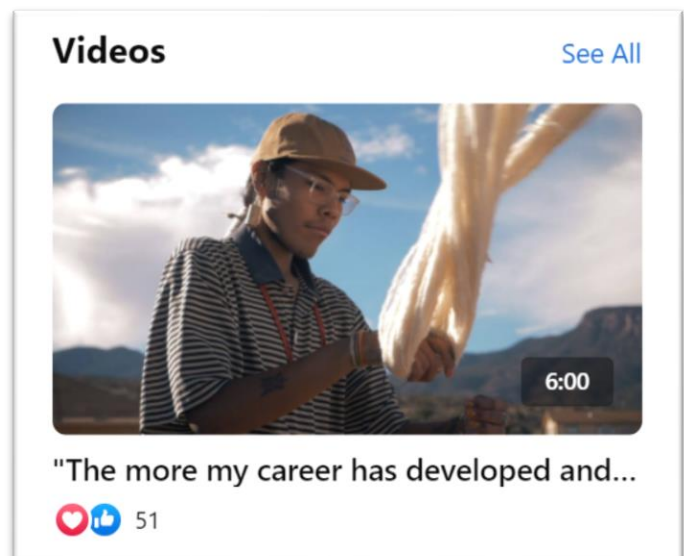
- **Bus Ad Project for Climate Change and Hope – Call for Artists now Live! Please help spread the word about this opportunity.** For info or to apply, visit <https://www.flagstaff.az.gov/4411/Artist-Opportunities>
- **Library Entry Plaza:** Staff gathered and led several community focus groups that were supportive of the artist's latest preliminary concept. Staff presented at various Commissions, including the Beautification and Public Art Commission and Commission on Inclusion and Adaptive Living. An overall update of this project (the art component as well as the overall design) go to Council on May 11.
- **Flowers and Expanded Use of Right-of-Way:** Staff worked with procurement to select a successful flower vendor for the 2021 season! Discover Flagstaff designed some 'Flagstaff'-specific signage to celebrate our city on the side of the new, large movable planter boxes. The flower program will also include the Southside this

year. Staff ordered additional wine barrels, baskets, and brackets (made by local metal artisans) for the program.

- **Airport Parking Lot Art:** Staff set meetings for two focus groups of community stakeholders to hear artist presentation of his preliminary art concepts and presented the results at the May BPAC meeting. Artist submitted preliminary art concept to design team for feedback.
- **Courthouse Art Piece:** Artist received permit to install and initiated fabrication of the piece. Artist submitted lighting proposal. Installation of the piece is anticipated in June, with lighting installation to follow.
- **Downtown Connection Center Art and Beautification** – The site plan continues to evolve as community stakeholders voiced support to Council to keep civic space included. Design team and internal City teams met on ideas of where to locate the civic space given evolving design that could include a parking structure. Staff worked on site visit for artists scheduled for May 11-13.
- **Traffic Signal Cabinet Art Wraps: Year 2:** Staff presented locations for BPAC approval, which was given.
- **Little British Phone Booth Library:** The recession finance team approved this project to move to the next step of the required public surveying on interest and location requested by BPAC. If the surveys show public support, we anticipate moving forward with this project.

HIGHLIGHTED APRIL ACTIVITIES by NONPROFITS SUPPORTED by CITY BBB TAX FUNDS

Check out this **BEAUTIFUL** video from MOCAF (Museum of Contemporary Art Flagstaff) as part of their 'Creative of the Month' Series featuring an Indigenous young weaver Tyrrell Tapaha. Video is available [here](#).



ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

Attraction Efforts:

- **UACJ Whitehall Industries:** Is currently executing several building permits and will be looking to fill over 120 positions in the next two months. They recently hired their new plant manager, Michael Oaks, a local who has lived in Flagstaff for the past seven years. Their tenet improvements have begun at the former Walgreens building and a ribbon cutting ceremony will be scheduled once the necessary construction is completed. We will be sure to send out an invitation to you all so we can celebrate their official opening together!
- **Katalyst Space Technologies:** Will begin moving into their new home on Innovation Mesa at the Business Accelerator (NACET) at the beginning of May. Katalyst is currently working on getting their team to Flagstaff and will hire several new employees and interns to support their growing aerospace business. Staff recently met with Flagstaff Business News and Katalyst to discuss their recent decision to Choose Flagstaff. There will

be an article highlighting Katalyst and this decision in FBN in the coming weeks that we will be sure to share with you.

Incentives:

- The Sustainable Automotive Tax Rebate was designed to assist our local dealers and boost sustainable action in our community. This incentive has encouraged several local dealers to enhance their stock of electric vehicles and there are currently over 14 new reservations for fully electric vehicles that will be purchased in the coming months. To date there have been 9 successful applications.
- Revised versions of these incentive policies will be proposed to Council at the start of May. Staff hopes these alternations will make these incentives even more attractive to applicants and businesses, while also making the actual application process more intuitive.

Airport 31.45 Acre Parcel:

- The Airport 31.45-acre master development process is well on the way! Staff has been meeting with Genterra regularly for the past three months and we have been negotiating this parcel's development. A reimbursement agreement will be coming to Council at the start of June which is the first of three agreements in this process. Over the next few months staff will also be bringing a ground lease and master development agreement to Council. We hope to have this site shovel ready by Spring/Summer of 2022.

Other Projects:

- Staff coordinated with ECoNA, NAU, and Moonshot @ NACET, over the past several weeks to create a video that will serve as a business attraction tool. The focus is on our expanding biomedical field, and will also highlight the 32-airport parcel, city incentives, and various successful businesses and leaders within this sector. This video was featured at the Flinn Foundation event this past month. A link to the video is below if you would like to check it out: https://drive.google.com/file/d/1wszCNVsH1mgUCkFiL1ElGTLG_hToHL27/view?usp=sharing
- Staff has recently executed a contract subscription with Global Site Locations Industries (GSLI). This company serves as a site selector and a facilitator for businesses that are seeking relocation or expansion. This new tool will be a huge benefit to the Business Attraction program, directly connecting the City with businesses that are searching for a new home.

BUSINESS RETENTION & EXPANSION:

ARIZONA DAILY SUN ARTICLE ON THE STATE OF FLAGSTAFF: Economic Vitality staff worked together to provide a comprehensive view of the local economy including information on the Bed, Board, and Beverage revenues and new businesses that have entered the market.

FLAGSTAFF BUSINESSES EXPANDING: Two separate business owners are looking for space to grow.

- A custom camper shell manufacturer and an owner of two businesses in Flagstaff need larger facilities to accommodate their growth. Staff connected both to Genterra Enterprises which holds the master development contract for the 31.45-acre development at the airport.
- Genterra recently has done a great deal of research on available properties and will be helpful in identifying possible locations for both expansions.

MOONSHOT@NACET BUSINESS OF BIO BOOTCAMP: Staff attended the recent Business of Bio Bootcamp which was a weeklong series of events. A stellar lineup of entrepreneurial powerhouses and subject matter experts in the bio

sciences sector met virtually each day walking attendees through the necessary steps and skills to transform technology and invention into a viable company. Presenters and topics were the following:

- How to Prepare Financials, instructed by John Kalinich - Sponsored by Moonshot
- Accelerating Development and Manufacturing, instructed by Nathan Friedman - Sponsored by W. L. Gore & Associates
- Direct Sales vs. Distribution, instructed by Dan Kasprzyk - Sponsored by POBA Medical
- Gorilla Hiring and Recruiting, instructed by Joe Mullings - Sponsored by The Mullings Group
- Intellectual Property Protection, instructed by David Johns - Sponsored by W. L. Gore & Associates

NEWLIFE FOREST RESTORATION: NewLife Forest Restoration invited regional partners to join in the celebration of the grand opening of their facility which will provide full forest profile capabilities; another way to say that is that the facility will be able to process small limbs, the largest of trees and everything in between.

- The event was well attended with representatives from Kirsten Sinema's Office, from Senator Kelly's Office, and from the Arizona Commerce Authority among others.
- Elected officials also attended: Supervisors Matt Ryan, and former Supervisor Art Babbott, and current Flagstaff City Councilmember Regina Salas.
- Councilmember Regina Salas presented the NewLife Forest Restoration CEO Ted Dergousoff with a proclamation from the Mayor and Council recognizing the impact of the forestry industry returning to the region.



COMMERCIAL KITCHEN EXPLORATIONS with MOONSHOT & LOCALFIRST: BR&E staff convened representatives from MOONSHOT@nacet and LocalFirst Arizona to discuss commercial kitchen opportunities.

- BR&E Staff and Moonshot have both worked with a growing number of entrepreneurs and chefs who are interested in the creation and management of commercial kitchen space in Flagstaff.
- LocalFirst Arizona has successfully implemented commercial kitchen space in Mesa and is interested in bringing a similar model to Flagstaff.

RESTORATION SOILS: BR&E staff attend the recent pre-application meeting for Restoration Soils to begin operations in east Flagstaff.

- Restoration Soils will process low value forest materials into higher value products. This critical business will complement the growing forestry industry in Northern Arizona.

ARIZONA ARTS PASSPORT: The Arizona Association of Economic Developers (AAED) is exploring a statewide arts project to bring world class artistry to participating Arizona communities.

- Inspired by the Wings of Nashville mural, AAED members have been exploring ways to advance the arts and to increase tourism in Arizona. The team is meeting regularly to contract with someone who may be able to coordinate unique projects with a similar theme throughout numerous Arizona communities.
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LIBRARY MONTHLY STATS: From February & March 2021...

| | February | March | Difference |
|--|----------|--------|------------|
| Unique Borrowers | 1,501 | 1,726 | +15% |
| Curbside Checkouts | 15,185 | 17,599 | +15.9% |
| Phone-in Reference | 1,334 | 1,527 | +14.5% |
| Note: these numbers are a month behind due to reporting timeframes | | | |



EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) & NACA: We gave a virtual presentation to NACA's L.I.F.E. Program participants about the new seed library and it was greeted with much enthusiasm! We are also collaborating with NACA's Shonri Begay to host a virtual talk on Indigenous Gardening over the summer.

EFCL ACTIVITY KITS: We continue to get excellent feedback on our activity kits for pickup. One parent wrote in our survey: "Crafty kits are awesome! ...They had all the instructions and all the materials! My third grader was able to read and understand all of it in order to help her kindergarten sister do the entire craft. They were occupied for a couple of hours making the craft and then playing with it. I love it! They followed instructions, gained fine motor skills, worked together, and made a cute craft. My kids were well entertained with creative, educational fun while I got to make dinner without interruptions... This was such a beautiful way to make sure our kids are still being involved in creative activities when adults have lost their motivation at this stage of the pandemic! Plus, this craft was way cooler when it came in a packet from the library instead of me giving it to my kids."

EFCL LGBTQIA+ Book Talk: Felicia Fiedler hosted a Book Talk in collaboration with NAU's IMQ office for NAU's PRIDE month which was well-received. One patron commented, "I really enjoyed the program as a whole! It was so nice to get so many good book recommendations and the host was wonderful. Thank you for donating your time and energy for this!"

UPDATED ACCESSIBILITY TO WEBSITE: An accessibility menu has been added to the library's website to make it more useable. The new feature lets users adjust contrast, text size and spacing, highlight links, use Dyslexia friendly font, and other adjustable aspects.

CURBSIDE HOLDS PICKUP: We had to replace the duct tape distancing squares for our pickup locations. It's hard to believe we've been doing this for over a year! The old squares were completely worn out.

STAFFING UPDATE:

- **Circulation:** We hired two new temp pages, Emma Winn and Hana Curtis. This is a much-needed staffing boost to our paging crew as basic shelf maintenance has gone by the wayside in the past year due to staffing shortages. We are very glad to add them to the library team!
- **EFCL New Staff:** Sarah Andrews, formerly a PT Clerk, was promoted to a FT Clerk. Congrats Sarah! Nizhoni Le joined our team on 4/26 as a PT Work Study Library Aide (through CCC's federal work study program). We are excited to have her!

SORTING CODES: Circulation has been updating the collection sorting codes on the Automated Machine Handling system as the Youth Services codes have changed. It's been a good training exercise for staff.



TOURISM & VISITOR SERVICES

LODGING METRICS: (From March – Note: we always report a month behind)

- **Occupancy:** 71.2%
- **Average Daily Rate (ADR):** 37%
- **Revenue per available room (RevPAR):** 134.5%

Following are the metrics used to evaluate the health of the accommodations sector.

The occupancy and ADR (average daily rate) have been improving YOY, month-by-month, since the low of April '20. March, like February, was a very strong month compared to any March in recent history. The traditional

accommodations (Hotel, Motel, Campground) experienced high demand for the marketplace compared to historical data for this same month. There was strong drive-market demand for the high-country of Arizona, including, and especially. With this comes the responsibility of messaging how we want the public to visit – and the team has done a great job of this as well. *Note: Included is 2019 to give the reader a pre-COVID comparison of the month being evaluated.*

| March | 2019 | 2020 | 2021 | Diff |
|--------|---------|---------|----------|---------|
| OCC | 75.1 | 46.3% | 79.3% | +71.2% |
| ADR | \$98.1 | \$82.41 | \$112.89 | +37.0% |
| RevPAR | \$73.68 | \$38.18 | \$89.56 | +134.5% |

VISITOR SERVICES:

- **FY21 To-Date:** This fiscal year there have been 63,071 Walk-ins to the Visitor Center for a decrease of 40% over FY20, retail sales are at 180,396 for a decrease of 11% over FY20.
- **Model Train:** Model Train ran 147 times in the month of April.

| April | 2019 | 2020 | 2021 | Percent of change over 2019 |
|--------------|----------|------|----------|-----------------------------|
| Walk-ins | 9,774 | 0 | 8,445 | -14% |
| Retail Sales | \$25,109 | 0 | \$27,062 | 8% |

Carolyn Pinnick Retirement



Carolyn Pinnick has worked for the City of Flagstaff for 21 years. She started in Community Development in 1999 and moved over to the Flagstaff Visitor Center in 2003.

After much consideration, Carolyn has decided that it's time to retire and spend more time with her family.

In her 18 years at the Visitor Center, Carolyn has helped countless visitors get the most out of their stay in Flagstaff. She is welcoming and friendly to our visitors and her visitor center teammates. We will miss Carolyn, but are excited for her next chapter.

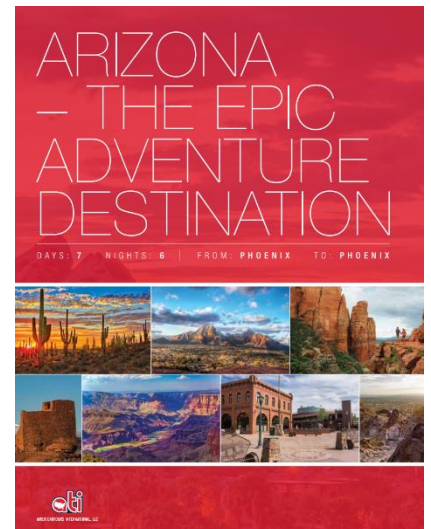
TRAVEL TRADE:

MEETINGS/EVENTS:

- Brand USA Virtual UK/Ireland Show – 33 zoom appointments with International Travel Companies
- Delta Vacations Meeting – potential for adding 2-3 Flagstaff hotels for vacation program
- CelticRnR Tours – 2022 Flagstaff program (potential 5-night package)
- Arizona Sister Cities Quarterly Meeting
- Visit USA Parks Writer for May/June UK/Germany Campaign – 3 days of gathering images/content
- Sunrise Tour Group – Meet & Greet/Welcome Bags (25 passengers on tour/2-night stay)
- Stakeholder Meetings: Ascend, Little America, BW Pony Soldier, Marriott, SWHM, Greentree, Sonesta, Doubletree

MARKETING & MEDIA:

- American Tours Int'l – Campaign webinar/210 travel agents attended educational webinar
 - AZ package put together for the American Tours Int'l campaign, which was a Co-Op with AOT, Sedona Chamber of Commerce, and Salt River Pima Community.



MEETINGS/EVENTS/CONFERENCES:

- **CONFERENCE/ROOMS LEADS:** Staff sent four leads for 1,115 room nights for a total estimated economic impact of \$277,635.
- **MEETINGS:** Staff attended the EUROW Meetings, the FLP executive board meeting and Full board meeting, sister cities annual meeting, Flagstaff Arts Council board meeting, met with meeting planners for the leads sent, and had meetings with Little America, High Country Conference Center and Doubletree DOS's.
- **ASSISTS:** Staff assisted at the Visitor Center and assisted a bachelor party and non-profit retreat plan their stays in Flagstaff.

MARKETING & MEDIA RELATIONS: (April produced 28 print articles and 191 digital articles.)

April reported digital coverage once again leading the way as interest and confidence in travel continues to gain momentum with post-pandemic excitement.

- Flagstaff remains top of mind as a road trip destination to national monuments and the outdoors in digital articles were published on msn, yahoo, travelawaits, and outside.
- April broadcasting programs about Flagstaff including Arizona Highways Television and the Travel Channel re-airing *Most Terrifying* episodes featuring the Hotel Monte Vista. Fox 10 News broadcast a segment on the collaboration brew between Arizona Game and Fish and Mother Road Brewing. PBS in Ohio broadcast the *Seeing the USA* program with host Brandy Yanchyk that Discover Flagstaff hosted pre-COVID to film local artist George Averbek and downtown Flagstaff.
- Print included an article from Your Money Geek titled the *Most Iconic Road Trips in Every State* highlighting Flagstaff's college culture and star gazing at Lowell Observatory. The Washington Post published *6 alternatives to America's most popular national parks* online and in print directing visitors to Sunset Crater Volcano National Monument and Walnut Canyon National Monument.

Print (circ: 141K/value: \$5k) Broadcast (reach: 1.8m/value: \$17K) Digital (reach: 442m/value: \$4m)

International Coverage (circ. 456m/value: \$4.2M)

See below for some article highlights, please enjoy reading them:

10 Best Road Trip Itineraries in the United States: <https://www.msn.com/en-us/travel/tripideas/10-best-road-trip-itineraries-in-the-united-states/ss-BB1fchKY#image=7>

The 60 Most Scenic Drives in America: <https://www.yahoo.com/lifestyle/60-most-scenic-drives-america-144500791.html>

5 Amazing Cliff Dwellings to Explore in U.S. National Parks: <https://www.travelawaits.com/2563004/us-national-park-cliff-dwellings/>

The ultimate cross-country road trip for LGBTQ travelers (Flagstaff stop 3):
<https://matadornetwork.com/read/ultimate-cross-country-road-trip-lgbtq-travelers/>

6 alternatives to America's most popular national parks: <https://www.washingtonpost.com/travel/tips/national-park-summer-trip-ideas/>

The most charming and historic downtowns in America: <https://www.msn.com/en-us/travel/tripideas/the-most-charming-and-historic-downtowns-in-america/ss-BB1cUm5i#image=6>

9 New U.S. Trails You Should Hike This Year: <https://www.outsideonline.com/2421974/new-american-trails-2021>

The Best Pizza in Every State: <https://www.foodandwine.com/travel/restaurants/best-pizza-every-state>

The 17 best hikes in Arizona: <https://www.lonelyplanet.com/articles/best-hikes-in-arizona>

Day Trips: Lowell Observatory, Flagstaff, Arizona: <https://www.austinchronicle.com/columns/2021-04-23/day-trips-lowell-observatory-flagstaff-ariz/>

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- **Domestic visitation increased 55%:** Metro-Phoenix is up 51%, CA up 120% (led by LA, San Diego), TX was flat, NV up 209% (Vegas).
- **International visitation is seeing positives:** MX is up 100%, UK is up 40%.
- **Organic search:** Up 193%
- **You Tube:** Up 60% and Trip Advisor saw small growth
- **Webcam, Things to Do, and City of 7 Wonders:** Were top performing pages and there were 3,408 Visitor Guide requests.

As people are feeling better with the controls around the pandemic, people are engaging less with our travel advisories which seems to reason, it has dropped to #9 most visited page.

EMAIL CAMPAIGN:

Month-over-month comparisons:

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Hubspot, Mail Chimp, and Campaign Monitor. The Discover Flagstaff email campaign will reach its year anniversary in July 2021, the Flagstaff Local email campaign will reach its year anniversary in February 2022.

- The Discover Flagstaff email drip campaign saw a 25% decrease in open rate and a 66% increase in click thru rate (CTR). The new overall average open rate is 28% with an average CTR of 10% for all emails. These are both still surpassing the benchmarks stated above. There is going to be a resend to non-openers May 5, at 4pm, which will be boosting these open and click-through rates metrics.
- The Flagstaff Local e-newsletter saw a 16% decrease in open rates and 12% decrease in CTR. The email was sent in the afternoon opposed to morning; I will be sending our May email at 9am this month with hopes of higher open and engagement.

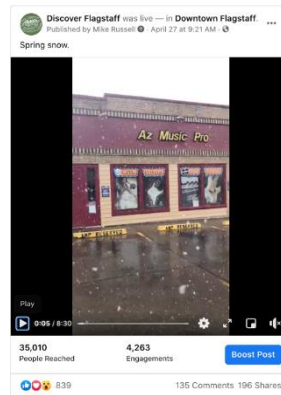
SOCIAL MEDIA:

Data compares year-over-year performance:

- **Facebook drops -1%** when compared to last year, holding at 3% compared to previous 2019.
- **Twitter impressions** are low due to high-ranking impressions on a post last April that celebrated "The 5 Best Trail Running Towns to live in the USA 2020."



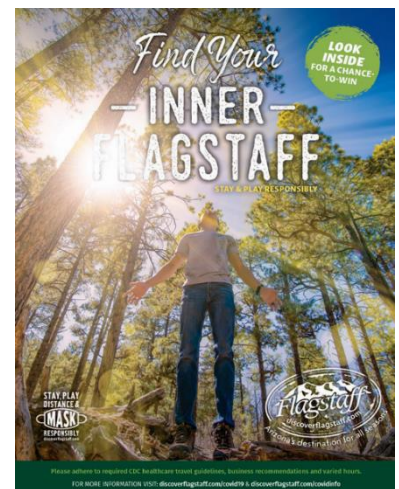
- **YouTube** - We are holding flat at 5% due to the popularity of videos that remain up on our YouTube channel. Highest ranking for April is the Hero video that can be seen on our homepage. 1,549 views in April.
- **Branded IG posts** compete with UGC non branded posts from last April which typically do better on Instagram.
- **Flagstaff Happenings subscriber rate:** Is holding down due to a recent cleaning of old or bounced emails that brought down the number of subscriptions.



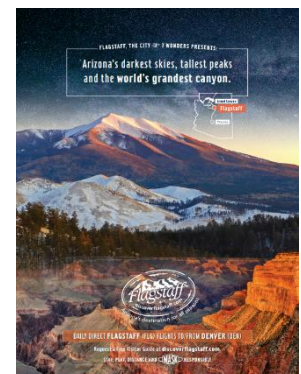
CREATIVE SERVICES:

ADVERTISING:

- **ACT OF KINDNESS:** Finalized the designs and ordered materials for Acts of Kindness
- **AZ REPUBLIC INSERT:** Designed a 4-page summer insert and sticky note for the Arizona Republic
- **HIGHLANDS LIVING ADVETORIAL:** Designed a pet-friendly advertorial for Highlands Living
- **LOCAL NEWSPAPER ADS:** Created local print ads promoting 'Wipe the Smile' for the Arizona Daily Sun and Flagstaff Business News



- **NATIONAL MONUMENTS:** Produced digital ad campaigns for AdTaxi and TripAdvisor that included 8 National Parks & Monuments, Pledge Wild, wildlife watching map (Mother Road partnership), trails, carryout/dine in, and Lowell phased reopening
- **STAY AND PLAY:** Stay & Play Sweepstakes and 2021 Flagstaff Festival Sweepstakes.
- **I'M FIRE AWARE STICKER:** Created a sticker that will be available for kids to pick up for free at the Visitor Center



OTHER CREATIVE:

- **PATH TO CARBON NEUTRALITY LOGO:** Completed logo for use in advertising, social and for Sustainability.
- **2021 FESTIVALS:** Continued to update calendar handout as festivals are confirmed.

- **FLAGSTAFF MOON TREE:** Met with new committee to discuss the possibility of propagating a new tree seeding from one of the original seeds taken to the Moon on Apollo 14.
- **DOWNTOWN PLANTER BOX SIGNAGE:** Designed 5 sign designs currently in production stage. They will be installed on the 4 planter boxes/traffic barriers downtown.

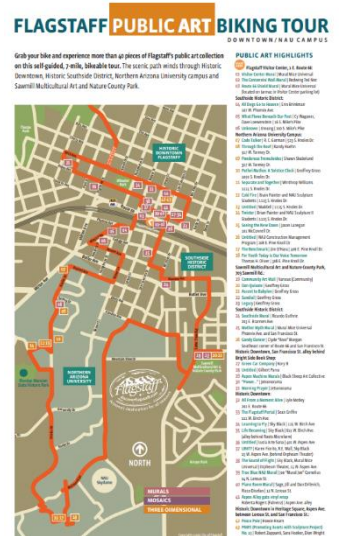
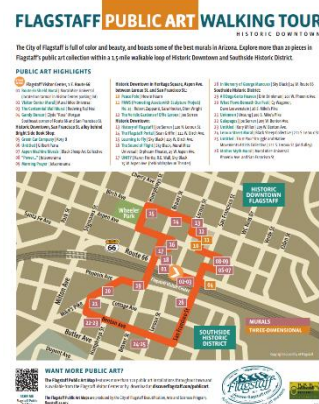
OPTION A



- **PUBLIC ART BIKING TOUR and WALKING TOUR MAPS:** Produced and printed tour maps in collaboration with Beautification, Arts & Sciences.
- **PUBLIC ART MAP:** Photographed new public art around town and procuring bids for reprint.

CITY JOBS:

- **BOOK VENDING MACHINE:** Designed a mockup of a book vending machine wrap
- **PARK FLAG ANNUAL REPORT:** Created the 19-20 Park Flag Annual Report design
- **LOBBYING PACKET:** Designed and formatted the 2021 Federal Lobbying Packet for city council



THANK YOU for your continued support of the Economic Vitality Division for the City of Flagstaff! We work to **enhance your quality of life 365 days a year!!!**